

# Eleanor Adamson

The Fishmongers' Company

 @SAGB



Shellfish  
Association of Great Britain

THE CROWN  
ESTATE



Llywodraeth Cymru  
Welsh Government



Department  
for Environment  
Food & Rural Affairs



The  
FISHMONGERS'  
Company's

FISHERIES CHARITABLE TRUST

SEPAmatic



Infrastructure  
and Environment



Crown Estate  
Scotland  
Oighreachd a' Chrùin Alba

seafish



Marine  
Management  
Organisation



*Seafood Education*

# Fish in School Hero Programme

*Eleanor Adamson*



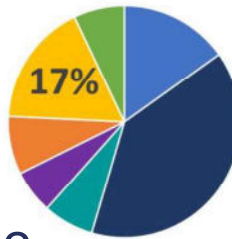
The  
**FISHMONGERS'**  
Company's

FISHERIES CHARITABLE TRUST



# About Fishmongers'

- London based Livery Company (750+ yrs old)
- Small team “supporting our namesake trade”
- Outgoing Fisheries Charitable Budget of £1.3m - £1.5m per annum
- Six Programme Areas
- Broad education portfolio



## EDUCATION PORTFOLIO

Sustainability ★ Consumption ★ Economy ★ Communities



# DISCOVER SEAFOOD



- Sea to plate, interactive website
- Connecting consumers to locally caught sustainable seafood



**DISCOVER SEAFOOD**

- PORTS
- RETAILERS
- STORIES
- UK RELAY
- SEAFOOD A-Z
- RECIPES
- ABOUT

**WELCOME**

An interactive portal for all things seafood.

Discover Seafood helps you find, cook, and eat local, seasonal catches from across the UK and helps you learn about the fishermen, communities and heritage behind them.

Go on a journey to uncover secret coves, bustling harbours, spectacular species and delicious recipes, all in your local area. From quaint seaside towns and busy ports to top quality fishmongers and fishermen selling on the quay, there's a whole world of seafood to discover.

Search for your location below, take a self-guided tour around the coast, or simply see where the map takes you...

**DISCOVER SEAFOOD UK RELAY**

Click this button to dive into our UK Seafood Relay!

# DISCOVER SEAFOOD

## Informed & confident consumers

WHAT'S IN SEASON?  
**THIS MAY**

John Dory

Grey Mullet

Brill

Dab

Cuttlefish

For more information about seasonal seafood, visit [discoverseafood.uk](http://discoverseafood.uk)

Moules frites



Mussels with ale and mustard



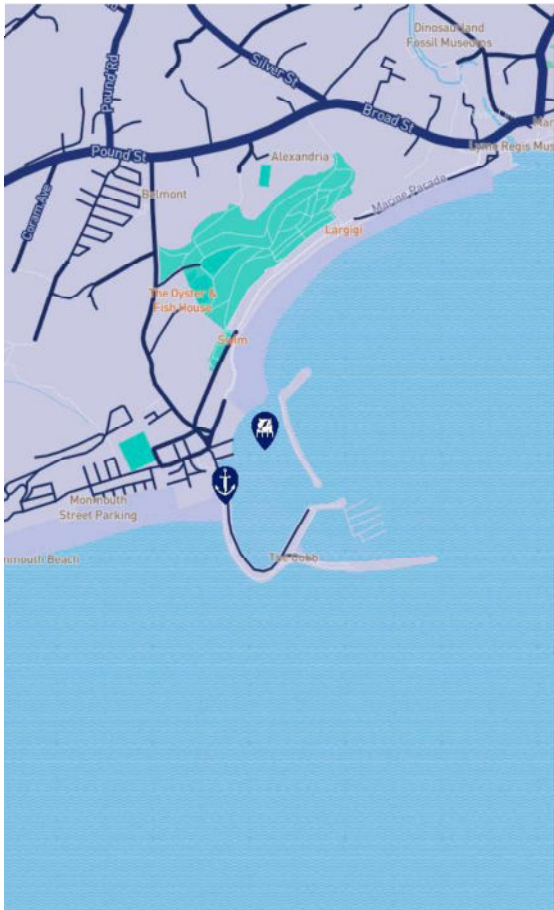
Spaghetti con frutti di mare



Steamed Mussels



# DISCOVER SEAFOOD



## **LYME REGIS**

Lyme Bay is one of the UK's marine diversity hot-spots, home to a number of rare species as well a huge range of species that usually end up on our plate! The area is co-managed by fishermen, scientists, conservationists and regulators to achieve a "win-win" for fishing and conservation. Fishermen agree to a code of conduct, that means they fish the area sustainably, protecting the future of the fishery and marine environment whilst providing incredible, fresh seafood.



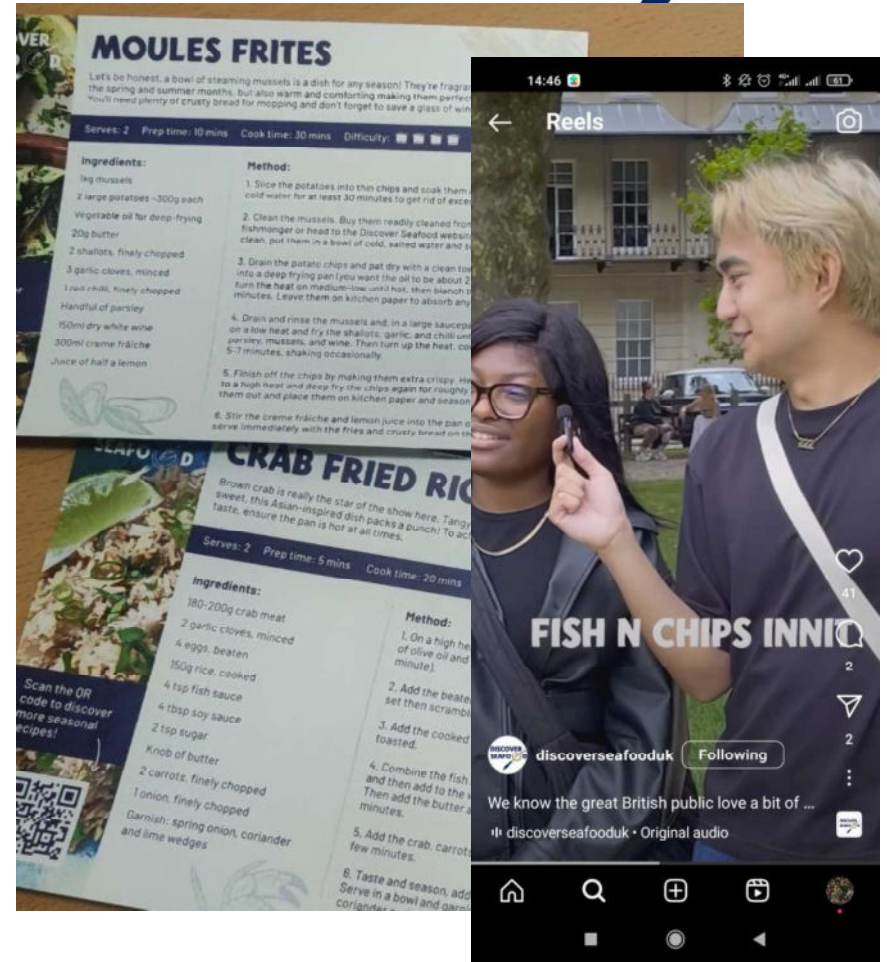
### NEAREST BUSINESSES:

**WETFISHSHOP LTD 324 ft**

**LYME BAY FISH SHACK 5 Miles**

**BEER FISHERIES LTD 6 Miles**

**SAMWAYS FISH SHOP 7 Miles**





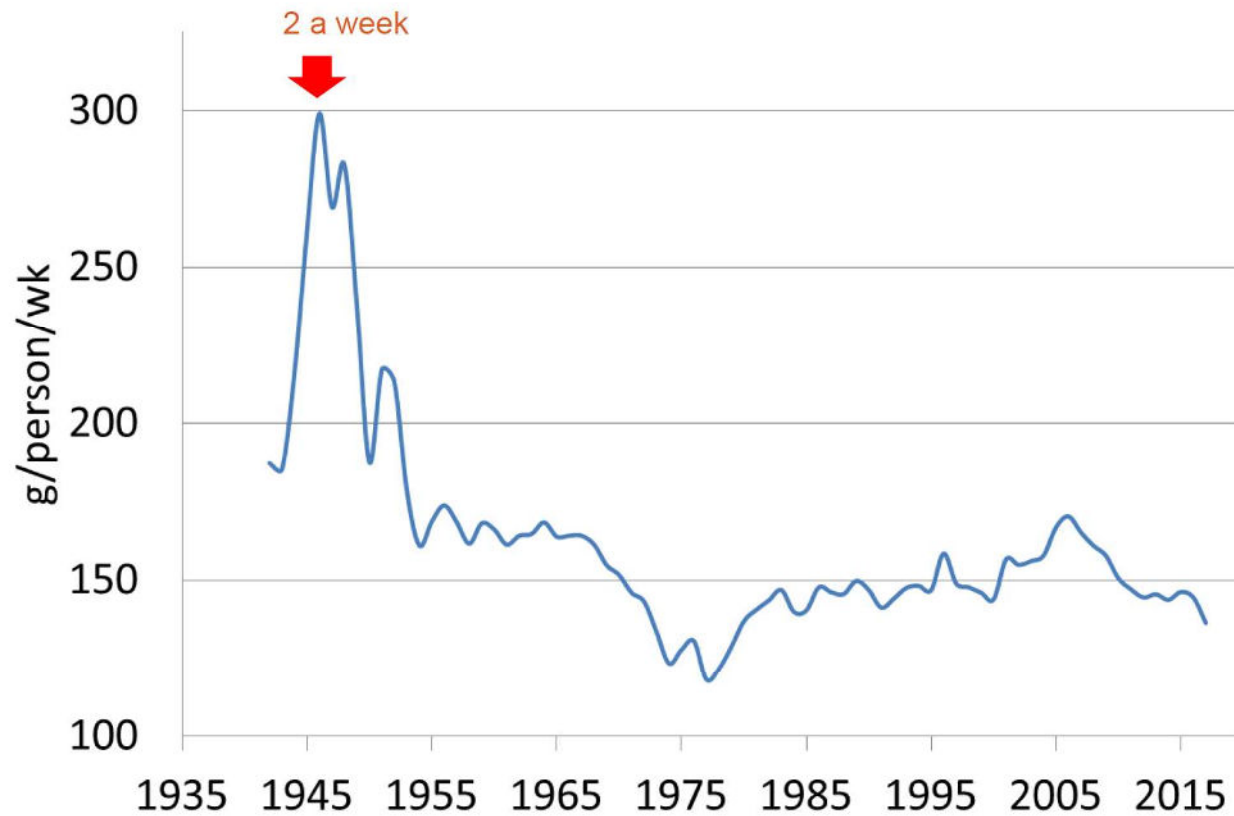
# Fish in School Hero



The Fish in Schools Hero programme aims to ensure that every child gets a chance to prepare, cook and eat fish before they leave school



# Wider context



Source: Defra Family Food / Seafish Market Insights, Sept 2019

Market growth

Population Health

Employment

Profile of Seafood

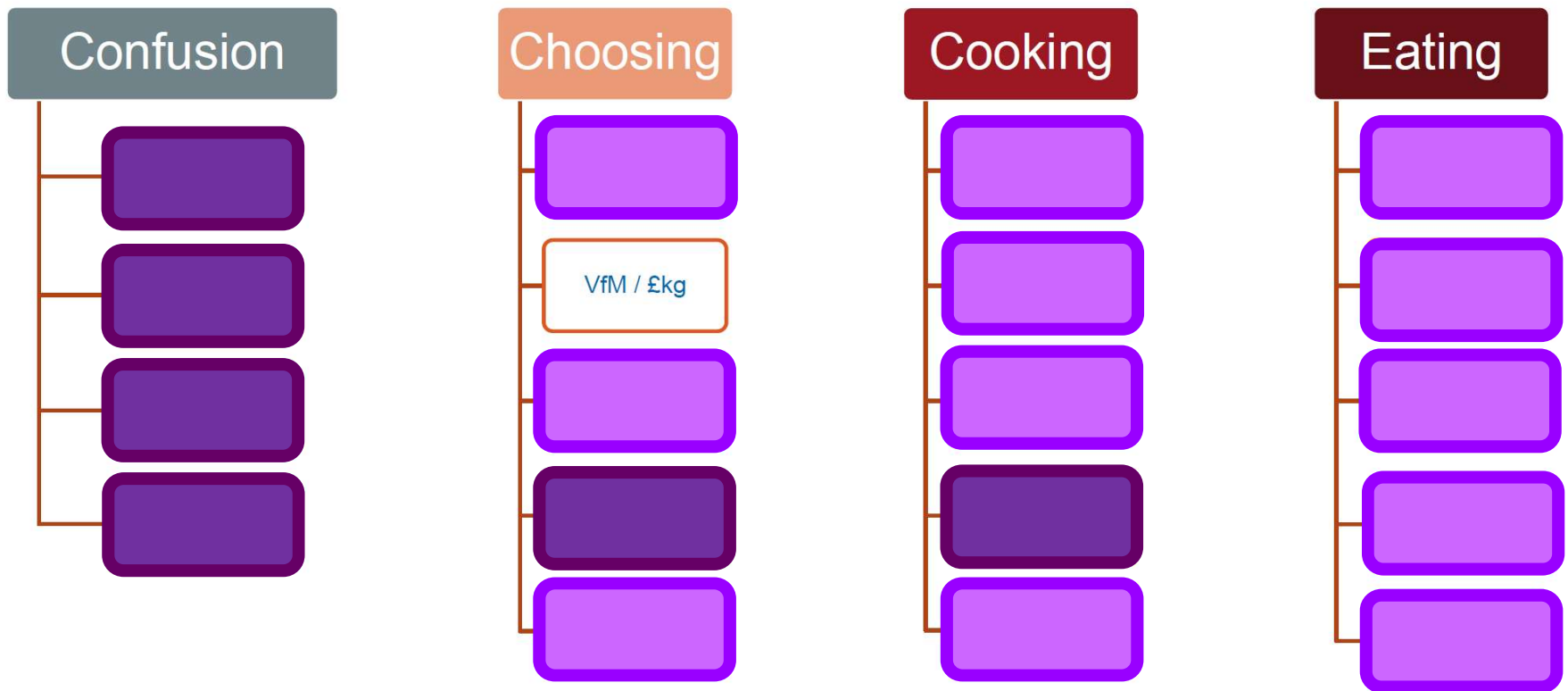
Career paths

Coastal communities

Environment

# Wider context

Barriers and misconceptions to seafood consumption



**INFORMATION + FIRST HAND EXPERIENCE**

# Wider context

## Teenagers

- Starting to make independent food choices
- Forming habits that will carry through life
- Are accessible
- Can bridge back to in-home / family food choices

*“Dietary intake during adolescence sets the foundation for a healthy life”*

Source: Neufeld et al., 2022. The Lancet, Vol 399, Issue 10320, p185-1979.



# Secondary Schools – An opportunity

## Seafood is in the curriculum



**Food Preparation Skills**

### Fish

You must be able to:

- Know how to classify different types of fish
- Explain how to choose, handle and prepare different types of fish.

**Classifications of Fish**

- There are three main classifications of fish:
  - White fish has flesh that is white in colour and contains less fat. White fish can be round or flat, e.g. cod, haddock.
  - Flat fish – examples include plaice, sole and halibut.
  - Oily fish has flesh that is coloured and contains more fat than white fish but this is healthy fat with fish oils. Examples include salmon, sardines, mackerel and tuna.
- There are two main classifications of shellfish:
  - Crustaceans – crabs, lobsters, prawns, crayfish, shrimp and squid (this has a hard backbone that must be removed during preparation).
  - Molluscs – oysters, mussels, scallops, winkles and cockles.

**Nutrients Found in Fish**

- Nutrients in fish include:
  - Protein – for growth and repair.
  - Minerals – iron, zinc and iodine – for red blood cells, metabolism and to regulate blood sugar.
  - Vitamins A and D – for vision, body linings, the immune system, bone health, and to help with mineral absorption.
  - Oily fish contains Omega 3 fatty acids for brain development, healthy bones and joints.

**Buying Quality Fish**

**Key Point**  
White fish carry oil in the liver, oily fish carry oil throughout the flesh.

**Preparing and Cooking Raw Fish**

To Prepare	To Cook
<ul style="list-style-type: none"> <li>Use a blue chopping board (sanitized).</li> <li>Use a filleting knife (sharp and sanitized).</li> <li>Check for freshness.</li> </ul>	<ul style="list-style-type: none"> <li>Fish cooks quickly because the muscle is short and the connective tissue is thin. The connective tissue is made up of collagen and will change into gelatine and coagulate at 75 °C.</li> <li>Fish can be grilled, baked or fried. Often fish is <b>enrobed</b> in breadcrumbs/batter to protect it when using high heat.</li> <li>Fish can also be cooked gently by steaming or poaching without coating the flesh.</li> </ul>

**Filleting a Flat Fish**

**Filleting a Round Fish**

**Key Words**  
crustacean connective tissue  
mollusc smoking coagulate  
salting enrobed

**Key Point**  
It's important to wash your hands after handling fish to prevent cross-contamination.

**Revise**

What is the most Omega 3 fatty acid? Is it for 'fresh' fish, and when preparing raw fish?

**BUT**  
Food Teachers don't use it..

- Sourcing
- Price
- Confidence

81%  
use chicken at *least once*  
a month

20% use seafood

- Classifications of Fish
- Nutrients Found in Fish
- Buying Quality Fish
- Preserving Fish
- Preparing and Cooking Raw Fish

## Aim:

- Train food **teachers** to be confident in preparing and cooking fish with students
- **Teenagers** get the chance to prepare, cook and eat fish before they leave school
- Supported by **industry Heroes**: fishmongers, seafood-loving chefs, suppliers and producers

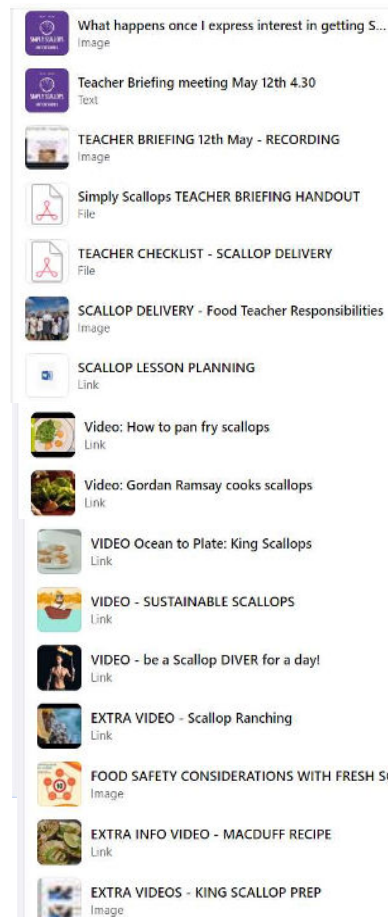
## Target:

- Year 9, 10 and 11 Food teachers and their classes





# Fish in School Hero



- Face-to-Face and online training
- Regional teacher training events
- Curriculum recourses
- Student masterclasses
- Seafood sourcing



# Fish in School Hero

- Launched end of 2019
- **1,022 schools registered in 2023**
  - 25% of secondary schools in the UK
- **Over 2,537 teachers fully trained**
  - 264 in-person in 2023
- **1,303 free seafood drops to schools so far..**
  - 512 schools in 2023 reaching >30,000 children
  - 317 schools in 2024 so far, 20,000 children..
- Estimated *minimum* reach of 90,000 kids annually...

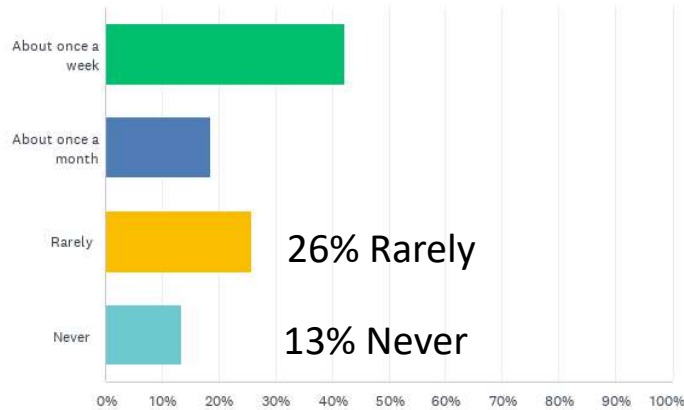




# Fish in School Hero

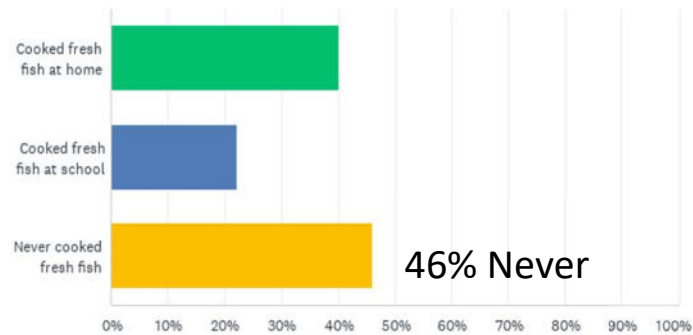
the students:

Q2: How often do you eat fish?



Q4: Have you cooked fresh fish before?

Answered: 1,599 Skipped: 0



Q3 What fish do you eat? For example, fish fingers, fishcakes, fish pie, prawns, salmon

.....

fishcakes bream haddock crab fish scampi cod fish cakes  
 fish fingers seabass salmon eat prawns mackerel  
 tuna battered none fish fingers fish sea bass





# Fish in School Hero

## After the class:

Q6 What sort of fish dishes would you like to learn to cook?

Thai steak learn Crab salad tuna pasta learn make types really haddock sashimi  
 en crouete dont idk Samon smoked salmon roasted Salmon en Fresh  
 oysters lobster crab fried prawn cocktail Anything Fishfingers know etc  
 calamari healthy tuna different fillet fish fish soup cook chips fish  
 Paella curried cod battered fish pasta bake lobster breaded  
 dishes salmon fish cod Grilled fish cakes mackerel  
 prawns battered cod fish t know salmon pie  
 Fish pie make sushi fish fish fish chips N  
 fish fingers Fishcake none sea bass fishcakes  
 enjoy cooking mussels m sure fish curry shellfish sure smoked  
 pasta risotto Crab something learn cook fishes salmon fillet salmon rice  
 scampi Seafood paella don t clams Squid stew scallops shell chips meal  
 maybe non dont know seabass salad Smoked Haddock shrimp king prawns  
 crab lobster curry battered Muscles

Q5: Please TICK all the boxes that are true for you

Answered: 1,599 Skipped: 0

ANSWER CHOICES	RESPONSES	
<input type="checkbox"/> The fish masterclass has given me more confidence in preparing and cooking fish	60.04%	954
<input type="checkbox"/> I learned why fish contributes to a healthy diet	62.37%	991
<input type="checkbox"/> I learned about different types of fish and how they are caught sustainably	50.91%	809
<input type="checkbox"/> I am willing to try different kinds of fish now	50.22%	798
<input type="checkbox"/> I enjoyed tasting fish that I had not eaten before	39.52%	628
<input type="checkbox"/> I learned new skills such as filleting fish	31.40%	499
<input type="checkbox"/> I learned about career opportunities such as fishmonger, chef, fish processing, fishing	24.61%	391
<input type="checkbox"/> I would like to try preparing and cooking fish again	63.00%	1,015
<input type="checkbox"/> I would like to eat more fish in the future	49.47%	786
Total Respondents: 1,589		



# Large initiative Alaskan Salmon



January 2021/22/23

Frozen / canned  
wild Alaskan pink  
salmon

750 schools

30,000 students  
over three years





# New initiative "Fish from the Chippy"



Since June 2023

6,500 + portions  
frozen hake

95 schools





# Shellfish initiative Simply Scallops



May 2022

100kgs  
frozen  
scallops

50 schools

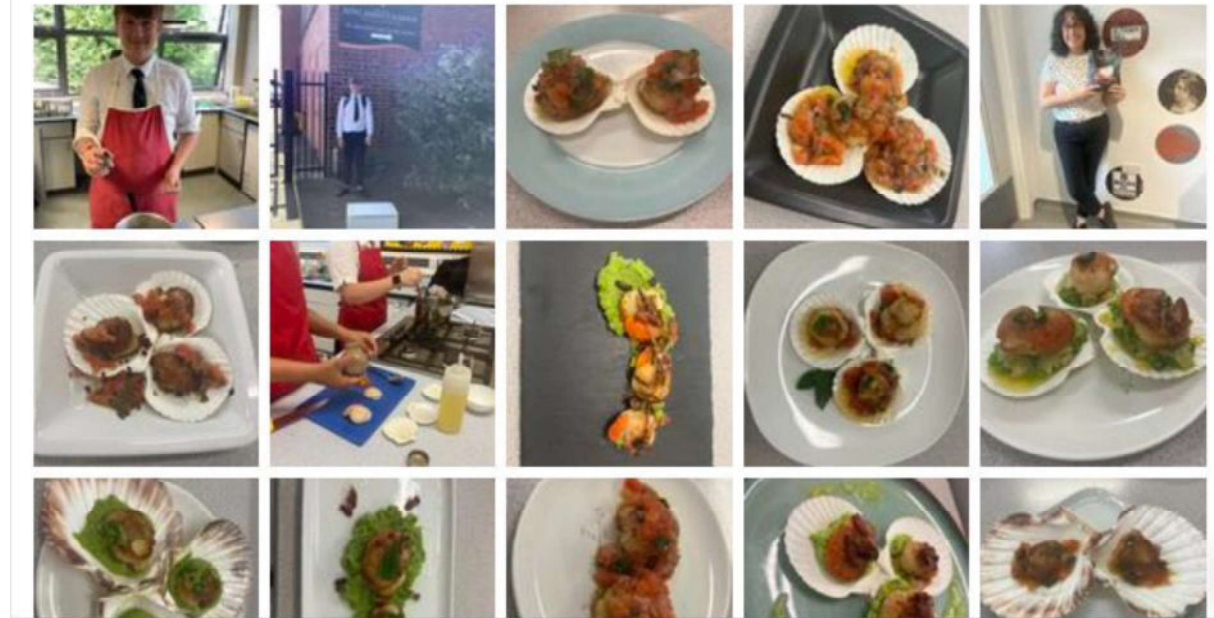
5,000  
students





# Shellfish initiative Simply Scallops

What a wonderful morning we have had here at a Pupil Referral Unit in North Herts (miles and miles from the coast). (Vast majority of students are FSM). None of our Y10s had ever seen a scallop, never mind tasted one before. They were very positively received. Pan fried scallops on a bed of pea purée with pancetta





# Shellfish initiative Mussel Power



2021 &  
2023

live mussels

390 schools

20,000  
students



offshore  
shellfish Ltd





# Shellfish initiative Mussel Power



2021 &  
2023

live mussels

390 schools

20,000  
students

offshore  
shellfish<sup>ltd</sup>



➤ 11-17 years olds

➤ Full teaching pack, video of mussel harvest, range of recipes, risk assessment, checklist

➤ Teacher workshop and briefing, on-line training and best practice sharing platform

➤ Full teacher support – ordering, delivery and follow up evaluation



# Shellfish initiative Mussel Power

"Sir, do we eat the shell"  
"Sir, will they bite like crabs"  
"Why do they smell like the sea"  
"Sir, I still dont really understand what they actually are" "  
" They taste better than they look"  
"The texture is like overcooked pasta"

20 PP students in West Bromwich loved their first experience of using Mussels. One of the lads now wants to use Mussels in his H+C Coursework!

Thanks to all involved and for the resources on here



Our students had an amazing time cooking mussels for the first time! Only one student knew what mussels were and how to eat them. It was such a delight to see. What an amazing experience, thanks to all involved in providing us with this opportunity. Even I had a try at cooking them for the first time and was pleasantly surprised how good they were. #fishheroes #MusselPower





# Shellfish initiative Mussel Power

Thank you so much for the fantastic opportunity of cooking mussels with our pupils. We cooked them with Year 8, Year 11 BTEC Home Cooking Skills class and two Year 10 classes. The resources provided were excellent, we enjoyed watching the video and seeing how the mussels are produced and discovering more about the sustainability of mussels. Lots of pupils who thought they didn't like mussels tasted them and were converted! They were also popular with staff, some had never tri... See more

Is it cruel to eat them? I don't know if I am allergic as I have never had them? What do we actually eat?  
Lots of curiosity and fear/ excitement rolled into 2 very noisy, sensory fantastic lessons with y10 and y11. Many thanks for the opportunity and invaluable training/ resources

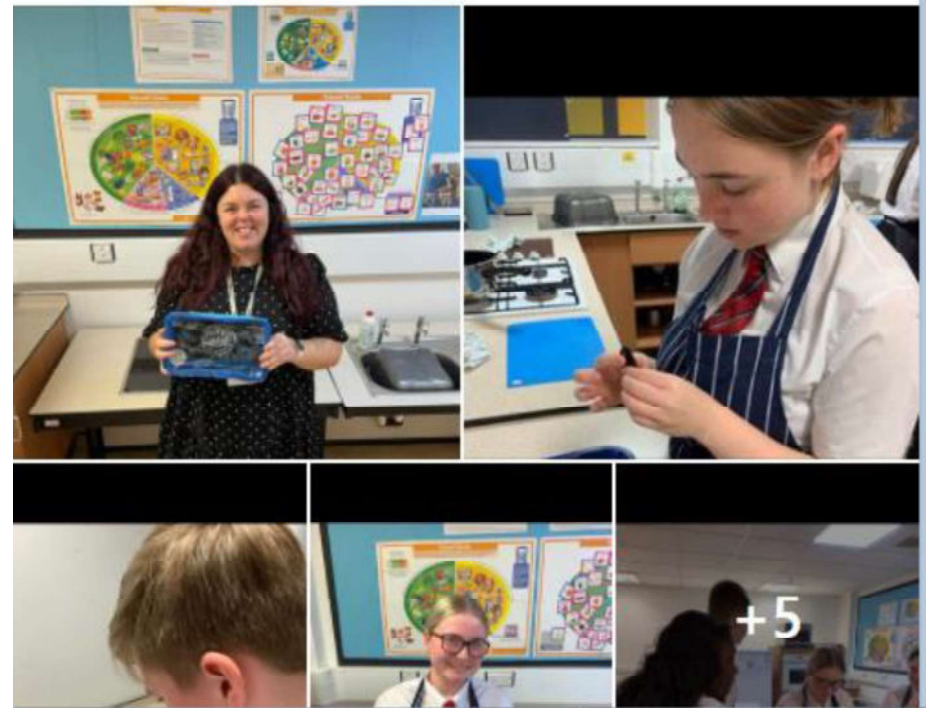


Well, one student left the room and the others weren't too sure. But the best bit.....they all changed their minds and loved the mussels. It was such a strong conversation we all had and after watching the video the vegan student apologised for storming out and actually considered mussels to have a positive impact on the environment. It's such a joy to teach this subject, we are so so lucky and the amazing mussels. Thank you.



# Shellfish initiative Mussel Power

80 year 10&11 hospitality and catering pupils prepared, cooked and ate mussels over two days. I had 3 pupils ask if they could keep one as a pet in a bowl of water. It was lots of fun and extremely successful. Thank you!





# Shellfish initiative Mussel Power

I'm so glad our year 10 Food prep and nutrition students got the opportunity to use mussels to make the classic moules marinière.

This was a first encounter with mussels for almost all our year 9 and 10 students involved, and even some of our staff. I believe we have some fans. We also got high praise from mussel loving staff that popped up to the kitchen.

Thanks again Food Teachers Centre FISH Hero programme for this opportunity to broaden our students' skills and taste buds  
[#MusselPower](#)

 25 November at 23:07 · 🌐

An amazing morning with my Yr11 foodies making mussels 'angry' style. They thoroughly enjoyed the experience. We had the local paper in too 😊 Thank you to the Food Teachers Centre and all those involved to make this happen.

[#fishheroes](#) [#musselpower](#) @foodtcentre @fishmongersco @offshoreshell @foweyshellfish @mjseafood @freshdirectuk @syscospeciality





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Brancaster Bay Shellfish is at King's Lynn Academy.

8 February · King's Lynn · 🌐

I got to spend the afternoon today giving back to the community teaching a lovely bunch of polite & spirited youngsters who are half way through their GCSEs at [Kings Lynn Academy](#) so exams next year. Teaching them about Brancaster mussels & answering lots of questions along the way. Anyone who knows me knows that I am not the teaching kind but apparently it was better than maths! 🙄👍👍

#brancasterbayshellfish #kingslynnacademy #teaching #shellfish #seafood #younggeneration...  
See more



# Shellfish Local in Norfolk



Nicky Thompson is at Springwood High School, King's Lynn.

6 minutes ago · King's Lynn · 🌐

A massive thank you to Brancaster Bay Shellfish for demonstrating how to prepare and cook mussels. Students had the amazing opportunity to use this local and sustainable ingredient and to try eating it for the first time #brancasterbayshellfish #brancastermussels #fishheroes #foodteachers #foodedtoday #teachfood #sustainablefood #norfolk #norfolkfood





# Fish in School Hero

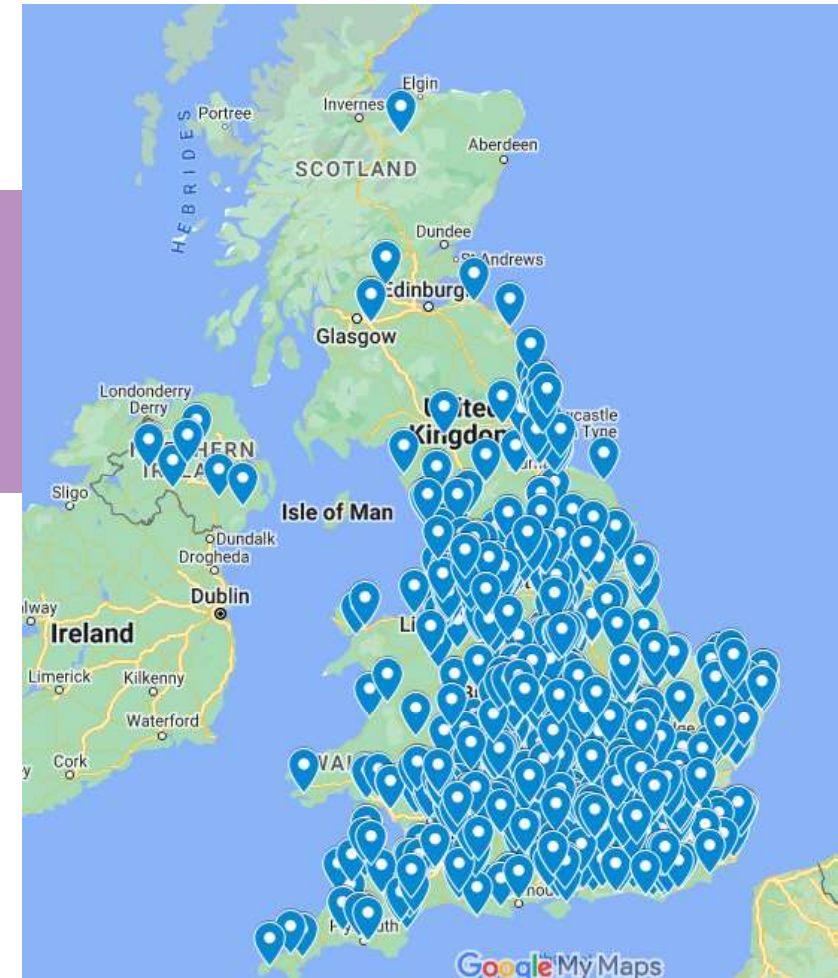
**Demand for FISH HERO is huge**

## *Right now!*

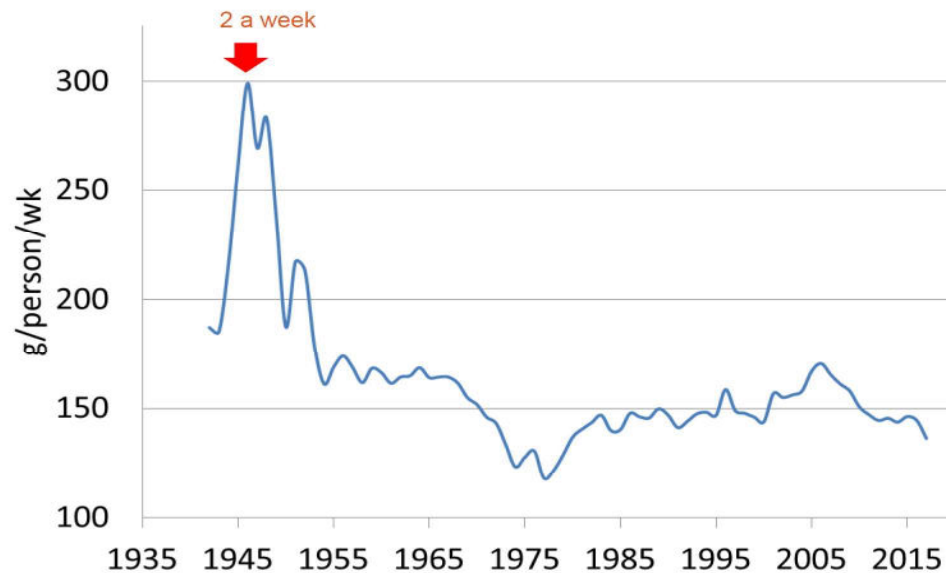
- FISH HEROS – industry willing to engage
- Local supplier-school relationships
- Supply 30-60 portions direct to school

## *Long term...*

- More students year-on-year
- Teachers embedding seafood in annual cycle
- Keep teachers fresh and inspired
- Start to build links to home purchasing, grow markets
- Ease the challenges of sourcing



# Why?



*“Dietary intake during adolescence sets the foundation for a healthy life”*

Market growth

Population Health

Employment

Profile of Seafood

Career paths

Coastal communities

Environment



*Get in touch, get involved!*

## Fishmongers' Company

Email: [Eleanor.Adamson@Fishmongers.org.uk](mailto:Eleanor.Adamson@Fishmongers.org.uk)

Web: <https://fishmongers.org.uk/fish-fisheries/>

## Fish in School Hero Programme

Quick video explainer (2:30) : [https://youtu.be/z7cdqACt\\_aU](https://youtu.be/z7cdqACt_aU)

Web: <https://foodteacherscentre.co.uk/fish-heroes/>

Email: [info@foodteachercentre.co.uk](mailto:info@foodteachercentre.co.uk)

Socials:    @fish.heros

 @UKFishHeroes

## Discover Seafood

Web: <https://discoverseafood.uk/>

Socials: [discoverseafooduk](#) 

[@SeafoodDiscover](#) 







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# 54th Annual Conference

Shellfish Association of Great Britain

#SAGB54